ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility for chains on attached Excel spreadsheet

Sales		Retail	
1221		1222	
1222		1223	
1223	25	1226	
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240	AE		
1244	JM, FP	RSM	RBM

51847 1997

Source: https://www.industrydocuments.ucsf.edu/docs/rpxy0000

RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

August 26, 1997

RJR Account #375878
P. Cox
McLANE-NORTHEAST

OCTOBER WINSTON BUY 2 PACKS GET FREE CAP / #700927

Dear Paul:

We have placed *Winston* orders (regular product) as listed to pack and ship this promotion to your participating retail accounts. 1280 SKUs of Winston B2GF Cap Sleeves / Displays (item #529301) have been ordered to Consolidated Industries to pack this Promotion.

UPC Code	WINSTON Brand Styles	Case Size	#/ Cases
12300-11112	Light	12M	22
12300-11906	Light Box	6M	39
12300-11012	Full Flavor	12M	22
12300-11212	FF Box	12M	22

Product PO # ER 2118-01

All additional pertinent promotional information is listed below:

Product Arrival @ McLane NE:	**September 15, 1997**
Premium Arrival (@ Consolidated):	**September 18, 1997**
Ship Date to Retail:	**October 6, 1997**
Caps (Item #529301)	
SKU CUBE:	**2.5480**
SKU WT (w/o Product):	**8.2000 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Full Price Cartons**
Product $ Amount:	**$61,187.51**

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Winston Cap Sleeves/ Display. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Winston and receives a free Winston *'No Bull'* Cap.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

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RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $2,389.33 **(85.33 (12M) cases @ $28.00)**.

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotions Coordinator
/jc
cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

Enc: Wholesaler Packing Instructions
Winston Lighter Flyer
Retail Customer List

ROUs: 1110 / 1210 / 1310 / 1710
Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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51847 1999

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McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

OCTOBER: WINSTON BUY 2 GET FREE CAP / PROMOTION #700927

RETAIL DISTRIBUTION DATE: 10/6/97

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE											
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	CUYAHOGA	PA	RI
A-PLUS/ SUNOCO	304	See List	394	1	2	27			3	16	84			258	3
BP OIL	45	See List	115											115	
COASTAL MART	37	See List	59							22				37	
COOKS CONVENIENT	7	See List	10								10				
COUNTRY FAIR	69	See List	222								7	29		186	
CONV EXPRESS	5	See List	10								10				
EXPRESS MART	37	See List	45								45				
F.L. ROBERTS	17	See List	30	12		18									
KRAUSZERS	14	See List	31	31											
MANLEY'S	10	See List	12								12				
MOBIL / ON THE RUN	99	See List	110	16		25			17		45			4	3
QUICKWAY	25	1	25								25				
7/11 - HANDEE MART	23	See List	53				1					2	23	27	
7/11 - SOUTHLAND	29	See List	37	12	2	1			5	4	9			4	
SUGARCREEK	79	1	79								79				
SUNRISE FOODS	16	1	16								16				
INDEPENDENTS & SMALL CHAINS	30	See List	32	1		4	2		3	4	12			6	
TOTALS	846		1280	73	4	75	3	0	28	46	354	31	23	637	6

(MC-WINCP.XLS)8/27/97

(McLANE NO LONGER SHIPS TO DL/ KY/ OH(*Exception: 8 OH/ C.FAIR STORES)/ MI/ MD

cc: J. Piscitelli

51847 2000

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